

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Mike Mahan
Arun Sinha

DATE: March 18, 1991

FROM: Beth Mora *Beth*
Marianne Nawrocki *fun*

SUBJECT: Commander Direct Marketing Program

Attached is a recap of issues and ideas discussed in last week's video conference with Leo Burnett regarding the 1991 Commander direct marketing program. Prior to issuing direction to the agency, we'd like your feedback on this conceptual outline of the program. In addition, we will begin to further evaluate the 500M unknown filter names on the database.

Please feel free to give us a call. Thanks.

EM/jr

cc: E. Merlo
K. Miller
J. Spector

command

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